PHILIP MORRIS USA — **INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Mike Mahan

DATE: August 16, 1993

FROM: Cindy Shore CS

SUBJECT: Alpine Advertising Wish List

As you are aware, Alpine plans to launch the Mountain Fresh campaign in December in 39 key markets. The required funding is $3.2MM, including production using stock photography. Alpine will fund $1.8MM through cancellation of its December direct mail program. Details of funding are as follows:

Item	Amount	Status
LBC development and production	$350M	funded
Print: News weeklies	371	funded
Monthlies	376	funded
Sunday supps	615	funded
Outdoor: C-Stores	1,488	**requested**
	$3,200M	

Incremental funding requests (in order of priority) for 1993 are as follows:

Item	Amount	Status
December 30 sheet, #50 showing, BCD cty	$1,037M	**requested**
January print (same sched as December)	1,362	**requested**
LBC Production	200	**requested**
Alpine shoot in December (estimated)	501	**requested**
	$3100M	

The total funding request for the balance of 1993 for Alpine is $4,588M.

I will have a complete media plan w/o August 16, including reach, frequency and SOV numbers.

I believe that Alpine has a compelling message and needs to communicate its imagery and low price as much as possible during the introductory period.

cc: Gina Plaia

2048410752

Source: https://www.industrydocuments.ucsf.edu/docs/yhfy0004